



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 06/20/00

AGENDA ITEM 5

WORK SESSION ITEM

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Downtown Business Improvement Area Consideration of Annual Levy

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution authorizing the collection of assessments for calendar year 2001.

BACKGROUND:


The DBIA exists for the purpose of undertaking improvements and activities designed to promote the business environment in downtown Hayward. Most retail, service/professional and financial institutions within the boundaries of the DBIA pay an annual levy. The levy amount varies by business license category, and by whether the business is located in Zone 1—the "core area" of downtown—or in Zone 2. A small minority of businesses located within the DBIA are exempted from the levy. In accordance with State law, the levy may be approved each year by City Council only after the adoption of an annual report which has been submitted by an Advisory Board, and after holding a public hearing regarding the proposed levy.

On June 6, 2000, the City Council accepted the FY 1999-00 DBIA annual report and FY 2000-2001 budget recommendations submitted by the DBIA Advisory Board. The Report projects \$46,000 to be collected from the DBIA levy. The FY 2000-01 budget also allocates an estimated \$18,000 from the existing fund balance, as well as \$20,000 for funding by the Redevelopment Agency for routine operations and maintenance. When interest income is added, projected available funds for the next fiscal year amounts to approximately \$85,000, whereas recommended expenditures are approximately \$83,000.

The DBIA's annual report recommended no changes to DBIA district boundaries, benefit zones or the method of the levy at this time, but the DBIA has expressed concern about collection rates, exempt business license holders and perceived inequities in the levy rates among different business categories. The DBIA has recommended study of these matters during the next fiscal year, as well as reconsideration of benefit zone boundaries.

Notices of the June 20, 2000 public hearing were sent by U.S. mail to all business license holders in the DBIA.

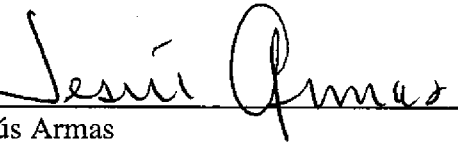
Prepared by:


Maret Bartlett
Redevelopment Director

Recommended by:


Sylvia Ehrenthal
Director of Community & Economic Development

Approved by:

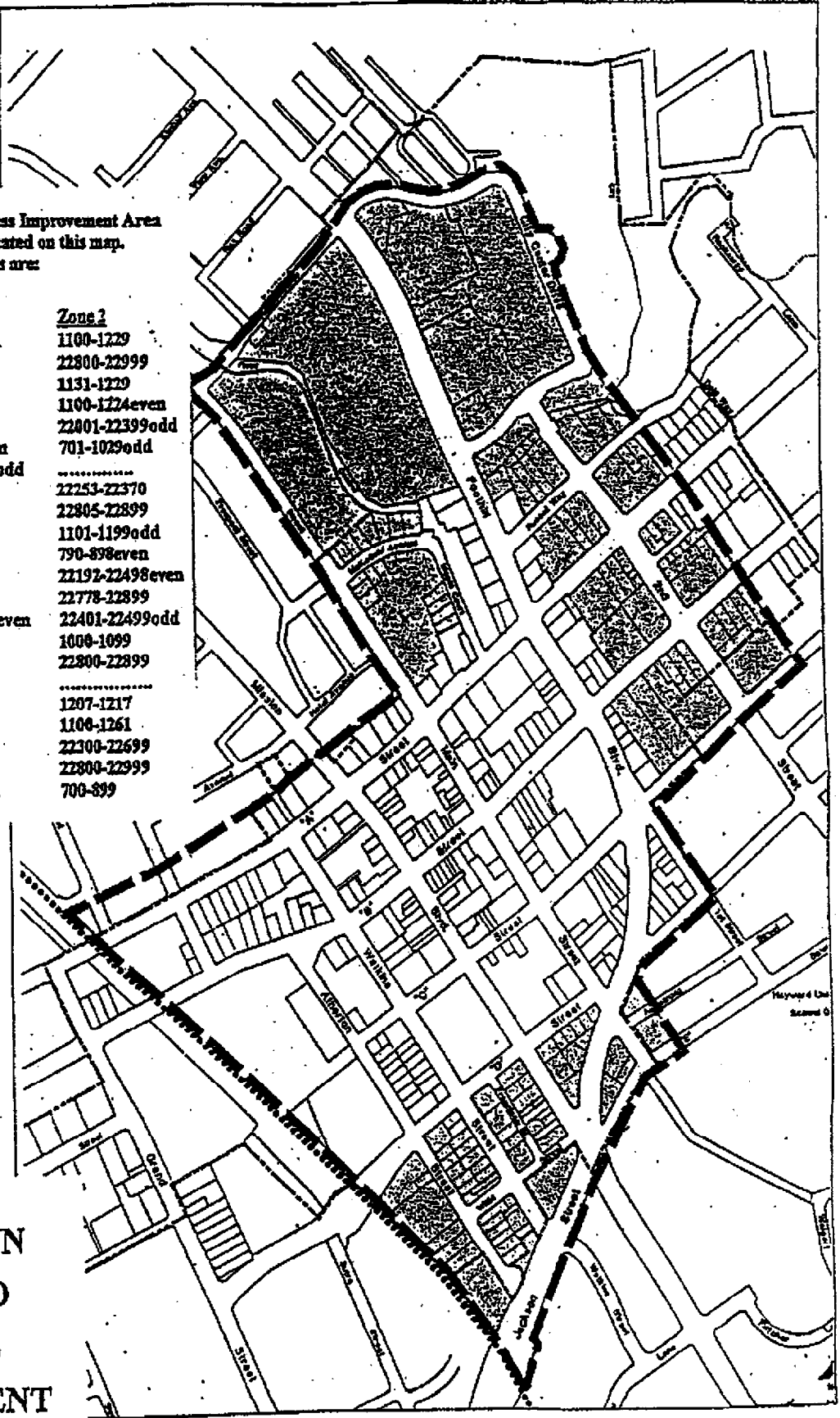

Jesús Armas
City Manager

Attachment: Exhibit A – Map of DBIA Boundaries
Exhibit B – FY 2000-01 DBIA Budget
Resolution

The Downtown Hayward Business Improvement Area is divided into two zones as indicated on this map. Addresses included in both zones are:

Street	Zone 1	Zone 2
A Street	636-1099	1100-1229
Atherton	22660-22799	22800-22999
B Street	630-1130	1131-1229
C Street	700-1099	1100-1224even
City Center Dr	22801-22399odd
D Street	700-1098 even	701-1029odd
First Street	22701-22799odd
Foothill Blvd.	22380-22803	22253-22370
		22805-22899
Hazel Ave.	1101-1199odd
Jackson	790-898even
Main Street	22500-22777	22192-22498even
		22778-22899
Maple Ct.	22400-22498even	22401-22499odd
McKeever	1000-1099
Mission	22484-22799	22800-22899
Montgomery	22500-22599
Richard Pl.	1207-1217
Russell Way	1100-1261
Second St.	22300-22699
Watkins	22500-22799	22800-22999
Willis Ave.	700-899

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA



The DBIA Zone 1 area is the unshaded portion of the map above.

Downtown Business Improvement Area Budget Recommendations
FY 2000 - 2001

Operating Account	Assessments	Redevelopment	Funds Available	Total
INCOME				
Assessments	46,000	---	---	
Redevelopment	---	20,000	---	
Funds Available	---	---	18,000	
Interest	1,000	---	---	
TOTAL INCOME	47,000	20,000	18,000	85,000
OPERATING EXPENSES				
Banner Maintenance	---	5,400	---	
Banner Replacement	10,900	2,600	---	
Sidewalk Cleaning	---	12,000	---	
SUBTOTAL	10,900	20,000	0	30,900
PROMOTIONS				
Newsletter-Promotions/contracts	25,100	---	---	
Special Events	11,000	---	15,725	
SUBTOTAL	36,100	---	---15,725	51,825
TOTAL EXPENSES	\$47,000	\$20,000	\$15,725	\$82,725
FUND BALANCE RESERVE			\$2,275	

DRAFT

HAYWARD CITY COUNCIL

[Signature]
6/15/00

RESOLUTION NO. 00- _____

Introduced by Council Member _____

**RESOLUTION CONFIRMING THE ANNUAL REPORT AND
ORDERING LEVY OF CHARGES FOR THE DOWNTOWN
HAYWARD BUSINESS IMPROVEMENT AREA**

WHEREAS, by Resolution No. 00-074, a Resolution Approving Annual Report and Declaring Intention to Levy Annual Charges for the Downtown Hayward Business Improvement Area for the Fiscal Year 2000-01 and providing for notice of hearing thereon, this City Council declared its intent to levy and collect such charges for the fiscal year 2000-01; and

WHEREAS, said report was duly made and filed, and duly considered by this City Council and found to be sufficient, whereupon it was determined that June 20, 2000, at the hour of 8 p.m., in the regular meeting place of this Council, City Council Chambers, 777 B Street, Hayward, California, was appointed as the time and place for a hearing by this City Council on the question of the levy of the proposed charges, notice of which hearing was duly and regularly published; and

WHEREAS, at the appointed time and place said hearing was duly and regularly held, and all interested persons desiring to be heard were given an opportunity to be heard, and all matters and things pertaining to said levy were fully heard and considered by this City Council, and all oral statements and all written protests or communications were duly heard, considered, and overruled, and this City Council thereby acquired jurisdiction to order said levy of charges as set forth in the annual report approved June 6, 2000.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward hereby confirms the report presented on June 6, 2000, and thereby orders the levy of the annual charges for fiscal year 2000-01 for the Downtown Hayward Business Improvement Area as set forth in said report.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2000

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward